

**MINUTES
OF THE WORK SESSION OF THE
EDINA CITY COUNCIL
HELD AT CITY HALL
NOVEMBER 3, 2014
5:30 P.M.**

Mayor Hovland called the meeting to order at 5:34 p.m. in the Community Room of City Hall. Answering rollcall were Members Bennett, Brindle, Sprague and Swenson and Mayor Hovland.

Staff attending the meeting included: Jennifer Bennerotte, Communications & Technology Services Director; Lindy Crawford, City Management Fellow; Ann Kattreh, Parks & Recreation Director; Karen Kurt, Assistant City Manager; Chad Millner, Engineering Director; and Scott Neal, City Manager. Consultant David Buerle of Future iQ Partners was also in attendance.

Mayor Hovland said the meeting would focus on two topics. The first part of the meeting would be spent getting an update on the community visioning process, Vision Edina. The second part of the meeting would be spent reviewing and discussing a proposed Donations, Sponsorships & Advertising Policy.

Assistant Manager Kurt introduced Buerle to talk about Vision Edina. Buerle reported that the process was “going very well” and explained that at think tank workshops held in September, four plausible scenarios for Edina’s future were identified: Reinventing Tradition, Nodes & Modes, Edina Today – Extended and Complete and Connected. He was now meeting with various community groups to test those scenarios and try to define the community’s preferred direction. Participants were also being asked to complete surveys to further draw out data. After meeting with the community groups and hosting three workshops in November, Buerle said he hopes to have more than 500 surveys completed.

Buerle said that preliminary survey data seems to indicate that residents prefer the City become more outward looking with greater density.

The Council then discussed a draft Donations, Sponsorships & Advertising Policy. After a brief discussion, Council Members asked that the policy be put on the agenda for the Nov. 18, 2014 meeting for action.

There being no further business, Mayor Hovland adjourned the meeting at 6:53 p.m.

Respectfully submitted,

Jennifer Bennerotte,
Communications & Technology Services Director

Minutes approved by Edina City Council, November 18, 2014

James B. Hovland, Mayor